

#144 Nicola Wilkes

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SPEAKERS

Michelle Glogovac, Nicola Wilkes

M Michelle Glogovac 00:01

You're listening to the my simplified life podcast and this is episode number 144. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will take you on my own journey. This is my simplified life. Hi, friends welcome back to another episode. I'm your host, Michelle Glogovac. Today, you get to hear from another one of the amazing women that I spent time with on Necker Island. Nicola Wilks, who I call Nikki is the owner of seriously stylish business out of the UK, and also the host of the Empowered business woman podcast. She is a coach for designers and creatives. But what she has to say around limiting beliefs and the lies that we tell ourselves is something that applies to all of us, you're going to hear an amazing conversation, not just around limiting beliefs, but around style and fashion. You're going to hear how much I adored seeing what Nikki was going to show up wearing every single day on the Island. She is a joy and a pleasure to talk to. And I know that this episode is going to resonate with so many of you, because there's so much that we need to get past including finding our creative genes that we can use. And when I say creative, it doesn't just apply to drawing and painting and arts and crafts and that sort of thing. Sit back, put on your gold hoop earrings, your red lipstick, and enjoy my conversation with Nikki. Hello, Miss Nikki. Hello, how are you? Oh, I'm so good. I wish I was talking to you from our balconies right now. And not from my office. Oh my goodness. Do you know what those just a Good morning? Hi, how are you across the balcony and echo. They were amazing. It was so great to just be in that space. Like you said starting your day in that way was phenomenal. And even ending it when I had a glass of wine in my hand and was chatting to you while the sun was setting. So perfect. It was all those moments isn't it's that almost that classic holiday moment. But you we all know it wasn't a holiday but just that early evening feeling like you're saying when you're getting a glass of wine and you're starting to get ready for what's ahead of you at dinner. And yeah, it was just all those magical moments, but in the most incredible setting and with the most incredible women. And so let's introduce you as one of the incredible women to everybody who's listening before we dive to further.

N

Nicola Wilkes 03:03

Thank you Well, yes, I'm Nicola Wilks. And obviously, I'm not in the States. I'm in the UK. And I'm a success coach for women in the design and creative industry. So I work with creative designer brains on how we can take our incredible talents and reach our highest performance in business. Because you know, business is something as we know, we learn as we go along. Absolutely. And I love you work with creatives. This is something that I haven't come across as for a coach, really, yeah. Not that particular niche per se. So are we talking about like designers, fashion designers, interior designers, what? What encompasses that? Absolutely, you are so so right, Michelle. So those kinds of women that have got businesses or careers that have been driven by a creative or design led path. So it could be anything from an interior designer, an architect, a jewelry designer, I've got a client there's literally this week just launched her own sunglasses brand really high level designer sunglasses, I've got lots of jewelry designers. Oh, underwear designers, I'm trying to think so like really so many. And these women are really leading the way in their industries. So I work with women that are absolutely not starting starting from scratch. They're starting very much from experience. And they've reached that point in their career where not where they're thinking I'm done. But it's like, you know, that feeling that we're about late 30s, early 40s and we get this huge surge of there's so much more I could do I could actually be the best at what I do. I work with women to get to that level of highest performance. And isn't that funny that we reach this Age and we all feel the same way. Yet nobody talks about it when we're in our 20s of like, Hey, you think things are good? Now, wait until you hit your 30s and 40s. Yeah, and you're gonna realize there's so much more. We don't talk about that. No, when these women that I work with, they are on fire. And they really are reaching heights in their career that they never knew where it possible for them. And that's so exciting to see. And why do you think they didn't know that these things were possible? What was there that was blocking it? Or? Did they just not look further ahead or at the greater potential? Wow, again, another amazing question, I think it's so much to do with the limits that when we're younger, we put on ourselves, or let's face it, the limits that are gifted to us, it's almost like I always make this comparison about a Fortnum. And Mason hamper, obviously, you know, from the London store, and you're gifting these hampers at Christmas and New Year. And it's like we're gifted this hamper. Of all these limiting beliefs, especially between the ages of naught and seven, when, you know, we're talking about epigenetics and these thoughts and processes that we learn. And we carry them through into our working lives and our businesses and our careers. And do we ever stop at that age to really consider? Are these this tamper this set of beliefs that's inside? Are they would I would choose for myself? Are they aligned with the career or the business? So if you've become an entrepreneur, are they aligned with that way of living and working and thinking, and I think what happens is we kind of go with it for quite a while until it suddenly isn't serving us. And then for those of us that are lucky enough to suddenly wake up one day and and become aware of these limits. And like I say these beliefs, we haven't necessarily chosen for ourselves, I think that's when we start to do the deep work, the deep level of inquiry and curiosity with ourselves as to is there another set of beliefs that I could uphold? To get me further than I already am?

M

Michelle Glogovac 06:30

Would you say that there's one limiting belief that comes up most frequently for your clients?

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Nicola Wilkes 07:19

Oh, there's so many. But I think one, and I'm actually writing about this at the moment, is -

On, there's so many. But I think one, and I'm actually writing about this at the moment. In a very deep personal project. I think we guess this is a book, that it really is about how we say yes, to what we really desire. And I think the one limiting belief that nearly every single woman that comes to work with me has at the beginning, is that somebody's told her no. And she doesn't realize that all she has to do is just say yes to herself, she has to give herself permission. So I think we've got used to as women, and we are conditioned to asking for permission, before we step into our greater selves. And I think that's the limiting belief that we have is that guess what? We actually don't have to ask permission from anybody. And so how do you advise someone to get over that? I mean, that said, it's not just a wake up and say, Hey, I'm going to stop asking for permission, I'm just going to do it. What kind of exercises I I assume you would you know, have or what is it that you take people through to get past that limiting belief. It starts, so simply by lifting the weight, as I call it, day to day. So how we do one thing is how we do everything. So I'm making an analogy with my clients. It's like going to the gym. So you go to the gym, and you start off almost lifting, nothing but just some really small weights. And then you maybe do that for a couple of days. And then you go back. And in the next session, you lift some heavier weights, and you build up. So I make that analogy to start with because I always find it's one that people can get their head around. Because nobody starts on a gym raising regime going in and lifting the heaviest weights today, because you just can't see your break. You just can't do it. So I start by encouraging anyone that works with me to just try given themselves permission to say yes to something that made me feel slightly uncomfortable, maybe something they wouldn't normally give themselves permission to do just unequivocally start there and build up. So quite often the biggest learnings we get are actually in our personal lives. And then we start looking at maybe giving ourselves permission to do something maybe permission to go and join a class you really want to join or go and do something that feels a little bit of a stretch. And then we find ourselves in our business thinking you know what, actually maybe this stretch in my business I can give myself permission to do that because this is starting to feel like a habit just something I feel a little bit more comfortable with.

M

Michelle Glogovac 10:03

You make it sound so easy.

N

Nicola Wilkes 10:08

Well, Michelle, it really is no, Michelle. No, no, I'm laughing because, heck, it's not been easy this is, this is something I have absolutely had to learn myself. And it's so funny because, like we've met, we've spent time together. And I don't consider myself a shy person anymore. I'm very much hoping by the mantra and incredible lady, I've recently met through business, said the other day, and I said, I'm so adopting that. She said, heck, Nikki, I am just keeping going until somebody says no. And that, that's, that's exactly where I'm at is just, I just keep going on everything until someone stops and says No.

M

Michelle Glogovac 10:59

and No, who's gonna say no to you?

N

Nicola Wilkes 11:02

Hopefully, nobody but you know, what, if some, if somebody does, I just take it the other way. And just think thank you for setting me a goal. Thank you for setting me a hurdle that I understand I have an assignment to get over and you're gonna wish you hadn't said, No. Let's see if we just start in all seriousness, if we just start by picking tiny things, and we build up the weights, we build up the muscle, and we go to the Mind Gym every day. I see it time and time again, that women suddenly through the programs that I run, they suddenly morph into this permission giving to themselves, phenomenal woman that just suddenly sees no limits, she starts seeing anything that was an obstacle as literally just something she has to figure out how to get around, get over work with on the path to growth and success.

M

Michelle Glogovac 11:48

And now why creatives, what drew you to work with designers, specifically?

N

Nicola Wilkes 11:50

My entire career has been in design and in the creative industry. So we teach what we want to learn, right? So I've run businesses, all my career, I've worked in design, and I realized that I had had this attitude of I'm just gonna keep going until somebody says no. And it was at a certain point that I started working with a coach and identified that this was how I managed to create a successful career and that perhaps not everybody thought like that. So I realized that the the biggest area in which I was going to make impact was the one that I knew the industry that I knew, because I understand how designers and creative thinking, you know, what blocks, honestly, what blocks are in their way. And for sure, as the coach, you know, if you're a great coach, and you're trained in a good way, which I feel like really lucky to have had some fantastic training, I do believe you can coach anybody. And I do actually coach some men. And you know, I've coached traders and other people in different industries, which don't fit the bill that I advertised. But like I say, it's it's almost a creative way of thinking. So I don't even like my clients to get too hung up on well have I got to have this kind of job, well, this kind of business. I say to them, I just want you to think so creatively, because as humans, we are creative beings. So we should always be in creativity.

M

Michelle Glogovac 13:24

I totally agree. I think that for so many there is no creative outlet. And that's what people are really wanting more of their, you know, they have that urge to create, but they're stifled by whatever it is that they do in their everyday life that they don't have that outlet for it.

N

Nicola Wilkes 13:42

And gosh, isn't the trip that we just made to Necker Island, an example of that, and that level of creativity that we don't have to like say be in my industry, in terms of the creative or design industry, but you know, Sir Richard Branson, look at how creative he is in the business as he starts and the causes he works every day for his mind is so creative.

M Michelle Glogovac 14:09

And did you notice this was something I came back with? I noticed that he never had a phone in his hand.

N Nicola Wilkes 14:16

Oh, my goodness, Michelle. I hadn't noticed. Yep, there was never a phone. Nothing. Not at dinner. Not at lunch not at the excursions.

M Michelle Glogovac 14:27

He never had a phone in his hand. I took that was a big takeaway for me of if he doesn't need to check his messages. No, I certainly don't either.

N Nicola Wilkes 14:39

Oh, wow. Thank you for that. I'm taking that away from this podcast. I don't know whether anyone else listening is going to take that away but I am literally running with that.

M Michelle Glogovac 14:49

Yeah, that that was a big deal for me to notice that and observe that and there was never there was no hurry. He was always present. And me I'm someone I think work from home, but I always have my phone on me. I'll take it to the bathroom because I'm like, What did people do before phones? And that?

N Nicola Wilkes 15:08

Exactly.

M Michelle Glogovac 15:08

They read a book, maybe read a book? Yes,

N Nicola Wilkes 15:13

yeah. But it I think it's, it's really amazing that you bring that up, because the presence that we have every day, and how we all have access to being creative humans, like I say, humans are creative. And really, how much more could we create? Whether, whether it's, you're one of my

clients, and you actually have a creative business, but let's just take that wider? And how much more could we create in terms of solutions and answers and progression if we gave ourselves time to be more creative with our ideas?

M

Michelle Glogovac 15:46

Right. And I totally agree, because creativity doesn't have to be, you know, designing something, or graphics or anything that takes color, per se. I mean, for me to be creative. It's I get to create speaking topics for clients, I get to use words, you know, to do different things. And that's the creative side for me that I get to do. So this doesn't have to be your designing address line at all.

N

Nicola Wilkes 16:12

No. And I think, I think being creative is people can limit that to maybe having to draw to paint or to make something. But I was a journalist for 15 years, I was an interior journalist, and I was creative before that. But also, I used my creativity through that role, like you say, through words and creating a piece, you create topics. And I think there's probably so many people out there that don't give themselves enough credit for actually how creative they are in their roles or in their businesses every single day, or even if you don't work. And so you've taken a career break. And I mean, you show me a mother that isn't creative, hugely creative on a daily basis. how creative we all have to be just with our time even

M

Michelle Glogovac 17:05

Oh, yeah. And now speaking about all the creativeness and we're talking about designing, I want to talk about your wardrobe. And I know, seems like a very big switch. But you wear pieces that come from there. And are they all handmade, they're designed by women in the UK. And it's it's the most beautiful things you've ever seen. You're always put together so beautifully.

N

Nicola Wilkes 17:33

Thank you. But I loved that you mentioned that the pieces are all special that you you wear every day. And thank you for giving me the opportunity to just talk about this. And I didn't expect this. So thank you first off for the compliment. But yeah, it's something that I've really come to hold a special to me that what I wear actually has an impact on me, and how my clients feel as well. And it's really funny that you mentioned this because when I came to Necker I love earrings I'm known as well as the dresses I wear. So when I go to the club that I'm a member of in London, and every single time I love all the staff there. And in the morning, there's one particular amazing woman that works on the reception desk. And she always says to me every morning, make sure you kind of show me the dress you're wearing this morning. And this time I still am known for my earrings as well. So this time coming to Necker I was really determined that my wardrobe of earrings we're going to be from local women, women I know where I live, that are producing incredible brands of jewelry themselves. And I really made sure that everything that I bought that was new, were from these three particular women

and that was my earrings wardrobe. And that means something to me because I'm actually supporting the women, the British women that I know that are really growing these incredible businesses but the same with my clothes. There are some amazing designers and and I think who would I be if I didn't pay attention to these things? Because they matter right? And I love that and obviously it stood out to me because you said that quite early on and here we are home is like a month out. Yeah. And yet I still remember that. That's what stuck about you to me was you were always so beautifully put together as I came out with my hair wet and then just through whatever was on and I'm like oh you're just so perfectly impeccably gorgeous every single day and what you were had meaning to it and I just really appreciated that of a thank you and it's Isn't it amazing how we can impact how other people feel. And then you know, I mean, gosh, Michelle, you are gorgeous and like you said, you know just your end EEG and you've impacted me with the work you do. But it was funny on Friday I was in London, I'd had a couple of days in meetings and I'm not often there on a Friday evening because it's, it's hellish, driving back to Cardiff where I live three hours away, or four hours in traffic. And I'd got back to the club really late and thought, You know what, I know it's a Friday night, but I'm going to nip upstairs to the bar, and I'm going to sit and just have a Diet Coke before I drive home. It was it was a really warm, sunny evening in London. And I had had this taxi ride back to the club in Marylebone, near Marble Arch. And I'd had this incredible taxi driver, and we were chatting. And I had on this lovely below we dress and it was blowing everywhere as I was paying him as I got the taxi. And I went upstairs, sat down in the bar and ordered this diet coke. And there were two ladies either side of the bar, each waiting for their guests to arrive. And I started talking to them. And the one lady said, I'm so glad you started talking to us, because I wanted to tell you, I saw you coming out to the taxi, and I saw your dress. And she said your hair was blowing everywhere. And this dress was off the shoulder because I'm very much like, who cares? Like just had a really important meeting. But I'm like, You know what, it's a sunny day in London and I am going to show up, all me just this is me. And she sort of came up and said to my friend, I just seen this woman downstairs, I have to wear dresses more often. And they it sparked off this huge conversation with them. And the other lady, both of them were in jeans and a top and the other lady said I've been wearing a dress all week, but it was the same dress and I thought I can't wear it again on Friday night. So I'm sat here and my jeans and I wish I had my dress. And I said, so who told you, you couldn't wear that same dress every day who gives a hoot about whether you've worn that dress every day because what you care about is you wanted to wear it. I love that. Let's just decide who we want to be and how we want to feel every day. And do that. Because I don't know whether I told you this that while I was married for 14 years, I lived in black jeans, black jeans, boots or pumps, and maybe a blazer. And I didn't have a dress in my wardrobe. I can't even see that.

M

Michelle Glogovac 22:19

I can see you in jeans and Clemson and a blazer but I can't see you not in one of those beautiful dresses.

N

Nicola Wilkes 22:27

Well, when I I gave myself permission to fully step into Who am I so, you know, it happens to some of us that's like marriage, who am I really, and I just embraced who I really wanted to be and you know what, I don't have any jeans anymore. I don't wear them. I can't say I don't wear

leggings they do but you know for the dog walk and things but nope, my entire wardrobe is dresses.

M Michelle Glogovac 22:52

And you know what's funny as I came back going the uniform of a bathing suit and a cover up every day. That's something I can get behind. And as soon as I came back from Necker, I was wearing more dresses. And I had some comments from moms in the pickup line of you're wearing your dresses, like we're not and I was like, Okay, I feel a little odd. And I said, I messaged with Sandia this week. And I said I just want to wear my flowy cover ups. But it doesn't really match all of the yoga pants that are RSC over here. And in Silicon Valley and she said well, you need to stand out and be yourself wear the flowy dresses. So yesterday afternoon although I was at home I wore the flow yeah just cover up that I had brought to Necker and I was like yeah, I need to wear more of the

N Nicola Wilkes 23:46

this makes me so happy because Michelle, my question to you is what are you waiting for permission for to wear whatever you want to wear it because I don't even wear yoga pants. So what you know, this is the thing is we've got to get up every day and and think okay, so who do i Who do I want to feel like say what do I want to what energy do I want to bring and what will help me do that? Yeah, and I think it's acceptable to dress up if we want to, even when we have nowhere to go, but pick up the kids. Well, can I share with you what my biggest fear in life is?

M Michelle Glogovac 24:23

Yes, please,

N Nicola Wilkes 24:24

being underdressed. It is my biggest fear that I go anywhere and I am underdressed.

M Michelle Glogovac 24:31

And I'm again I'm never really underdressed because I think it's better to be overdressed than underdressed

N Nicola Wilkes 24:37

I love to be able to I love to be the most overdressed person because I just want to be myself and I don't see any limits to how we show up. So it's like who cares? Who cares if we're in a dress overdressed, makeup on earrings done? Who cares? I dog walk with red lipstick. Always wear big hoop earrings. This this What you know, makes me feel like I can kick ass every day.

M

Michelle Glogovac 25:04

And you do. I know you do.

N

Nicola Wilkes 25:08

Thank you. Thank you for seeing that. Because like states, have you heard of Todd Herman, he's got a great book called Alter Ego is this, if you heard of him, he's a coach. And he, he's for anyone listening. He's brilliant, I love him. And in the early days of my coaching journey, I really loved his teachings, and still do. But he would say that when we need to psych ourselves up to push past limits that we have, he would say, either go pick up a pen, and this really worked for me in my journalism career, pick up a pen. And when you're using this particular pen, you'll tell yourself with this pen, the most incredible ideas are going to flow out to me, or he used to wear glasses because he was young when he started his coaching journey. And he felt people wouldn't take him seriously enough, unless he looked more intellectual. So he wore these fake glasses. And it gave him that mojo to be the coach she wanted to be. So you know what, whether it's the hoop earrings, the red lipstick, whether it's the dresses, whether it's the earrings, whether it's the cover ups, go own it, pick your thing, and go own it. I love that.

M

Michelle Glogovac 26:20

I do. And you know what, when I came home, I stopped wearing my Fitbit. And that may sound like nothing but I have a Raymond Vale watch that I got when I graduated high school from my uncle. And I threw that on because it's gold and silver. And I threw on a bracelet that I got from my 40s from a girlfriend that's gold with, you know, the diamonds. I'm like, Yeah, I'm gonna wear this every day. I'm gonna glam it up just a little bit jewelry wise. As much as I can, you know, between work in kids and swimming.

N

Nicola Wilkes 26:50

This is brilliant. I love her in this.

M

Michelle Glogovac 26:54

You've inspired me. Yeah, no, I want to, I gotta go dress shopping now.

N

Nicola Wilkes 27:00

I want you to and I want to see it. And, uh, for anyone that's listening, that's thinking, I really and the other thing is we get so caught up, don't we? I was for so long. And like, you know, what do we look like? What are our fingers? Like, can I wear this? And can I wear that? I think as long as we're just in integrity of just who do we want to be? Who do we want to feel inside? You know what that energy will radiate out?

M

Michelle Glogovac 27:23

Absolutely. I love you. I wish that I got to wake up as my neighbor, with you as my neighbor every day.

N

Nicola Wilkes 27:31

And weren't we so lucky, we were just so lucky to be in this place where we all got to meet other incredible women. I mean, you inspire me. Gosh, the way that you you know, being interviewed by you and your podcast, you inspire me with the way that you just hold incredible space for women will particularly in this this interview. But you know, you hold that space for a great conversation. And I just want you to know, as we're sharing this mutual love of each other and NECA you know, for me, it's really inspiring that you provide this space and you ask really incredible questions, and you're so intuitive on how people are and what they do. It's it's a really great opportunity to talk to you so that other women can be part of this bigger conversation.

M

Michelle Glogovac 28:14

Oh, thank you that that really means a lot to me. Because, you know, I walk away and I'm like, Oh, I'm so inspired by you. But I'm like I in spirit. What how do I inspire you that?

N

Nicola Wilkes 28:23

Oh, you do? You do?

M

Michelle Glogovac 28:26

I appreciate that. Thank you. Can you welcome tell everyone where they can find you and learn more about you because you need they need to follow you and all of your beautiful dresses and jewelry and everything else.

N

Nicola Wilkes 28:40

Well thank you for that. Yes. If they want to follow me and really get the insight on what I'm wearing and where I'm going what I'm doing that little bit of Who doesn't love behind the scenes. Instagram is definitely my happy place. I really own the fact that I don't find Instagram at all. It's where I absolutely hang out. So if you follow me at seriously stylish business, that's where I am over on Instagram, but if anyone else wants any more information, we have got the seriously stylish business website. We've also just launched based on the styling aspect of it. We've launched our brand new online magazine called Nicola wilks.com. It is in its infancy so we have massive plans to create a personal growth inspiration coaching fest of a magazine online but full of all of this style advice you know, I always say doesn't everyone want to know what the top five dresses with pockets are that you should buy to wear when you're giving a

talk or top five lipsticks that aren't going to you know, give you that really dry lip feeling? What are the top five red lipsticks you should be wearing? Or what are the best earrings to wear to create a real kind of impact whilst you know not looking too over the top in a work meeting? What are all these things that we want to know, mixed in with all the inspiration faster. That's where people could find me if they want more coaching mixed in with a bit of style, we're getting serious but stylish about business.

M Michelle Glogovac 30:12

Oh, I love it. Thank you so much, Nikki.

N Nicola Wilkes 30:16

Thank you. Thank you for inviting me and given me an opportunity to be interviewed by a master. It is an honor to be interviewed by you.

M Michelle Glogovac 30:25

You're making me blush. Thank you. Okay, all I can picture is Nikki in the big blue dress with the taxi cab and the wind blowing her through her hair and haul over. It just makes me smile. Because if you get to know Nikki, you know that she's one of the sweetest people. And that is proof in my interview with her. She's beautiful inside and out. And I love that she's creating more of an impact through helping other women that are local to her that are designers and creators. And look at how she did that she wore these items to Necker Island so that women from around the world would be able to see and experience them. And that is part of making a bigger impact by helping others. I'm so grateful to have gotten to spend time with Nicki to look over my balcony and see her every morning and every evening. I can't wait to see what she does in the future and how she helps more designers and the rest of us conquer those limiting beliefs that we have and help create bigger impacts by sharing the work of each other